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XV Years

Recode Your Future: Entrepreneurial Mindset for the Next-Gen Programmer

Jean-Marc Ferran

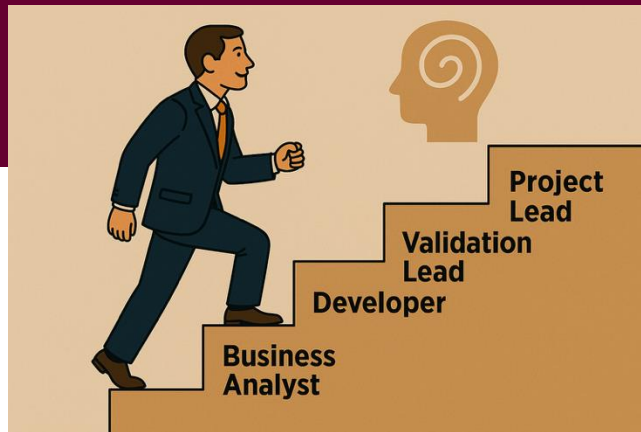
PHUSE Utrecht SDE 2026

10. June 2026

Agenda

Recode Your Future: Entrepreneurial Mindset for the Next-Gen Programmer

Learning New Skills & Roles



Understanding your Customers' Stakeholders as a value creator



Therapeutic Area Knowledge as a Differentiator

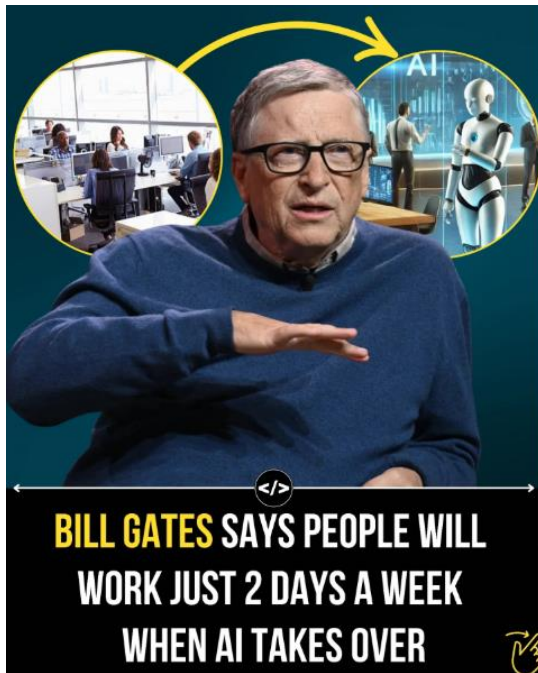


The Human Factor



The Hype

Few wild predictions...and one fact



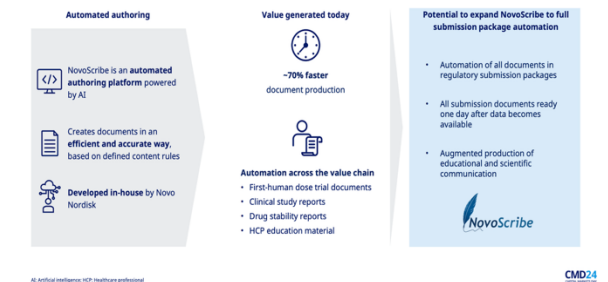
SUCCESS · EDUCATION

Ex-Google exec says degrees in law and medicine are a waste of time because they take so long to complete that AI will catch up by graduation

BY PRESTON FORE
STAFF WRITER, EDUCATION
August 18, 2025 at 12:16 PM EDT



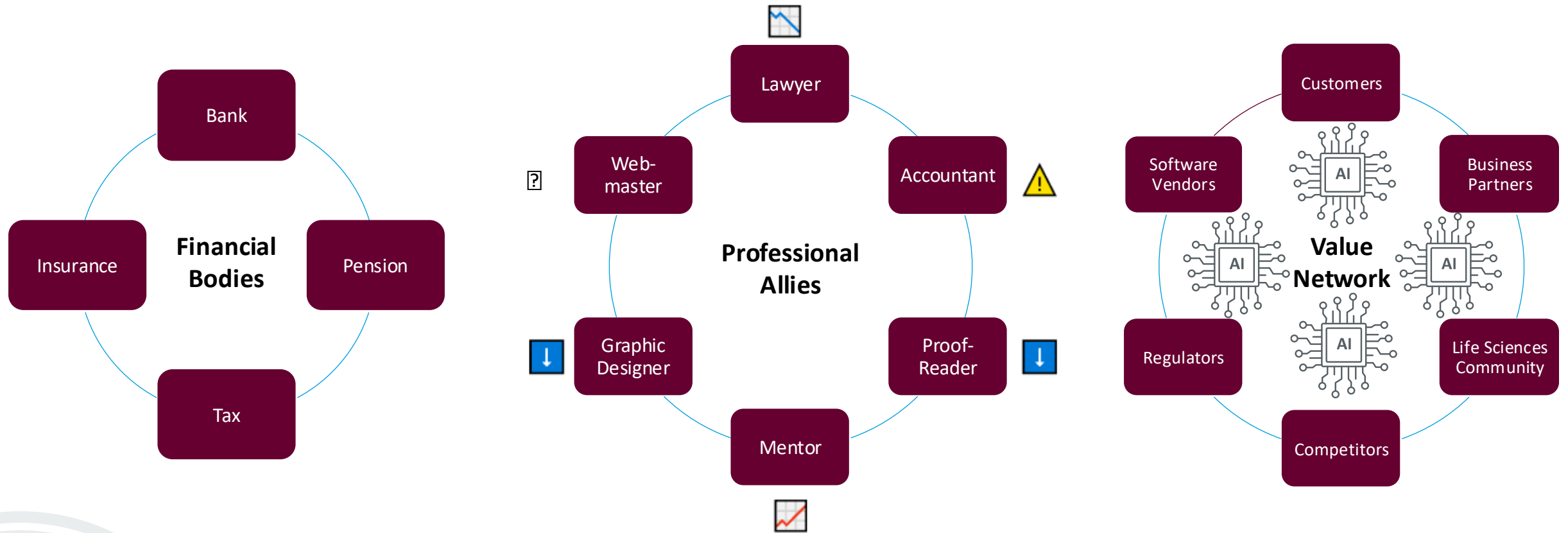
NovoScribe platform enables automated authoring of structured documents, reducing time to regulatory submissions



Eco-system of a Service Company

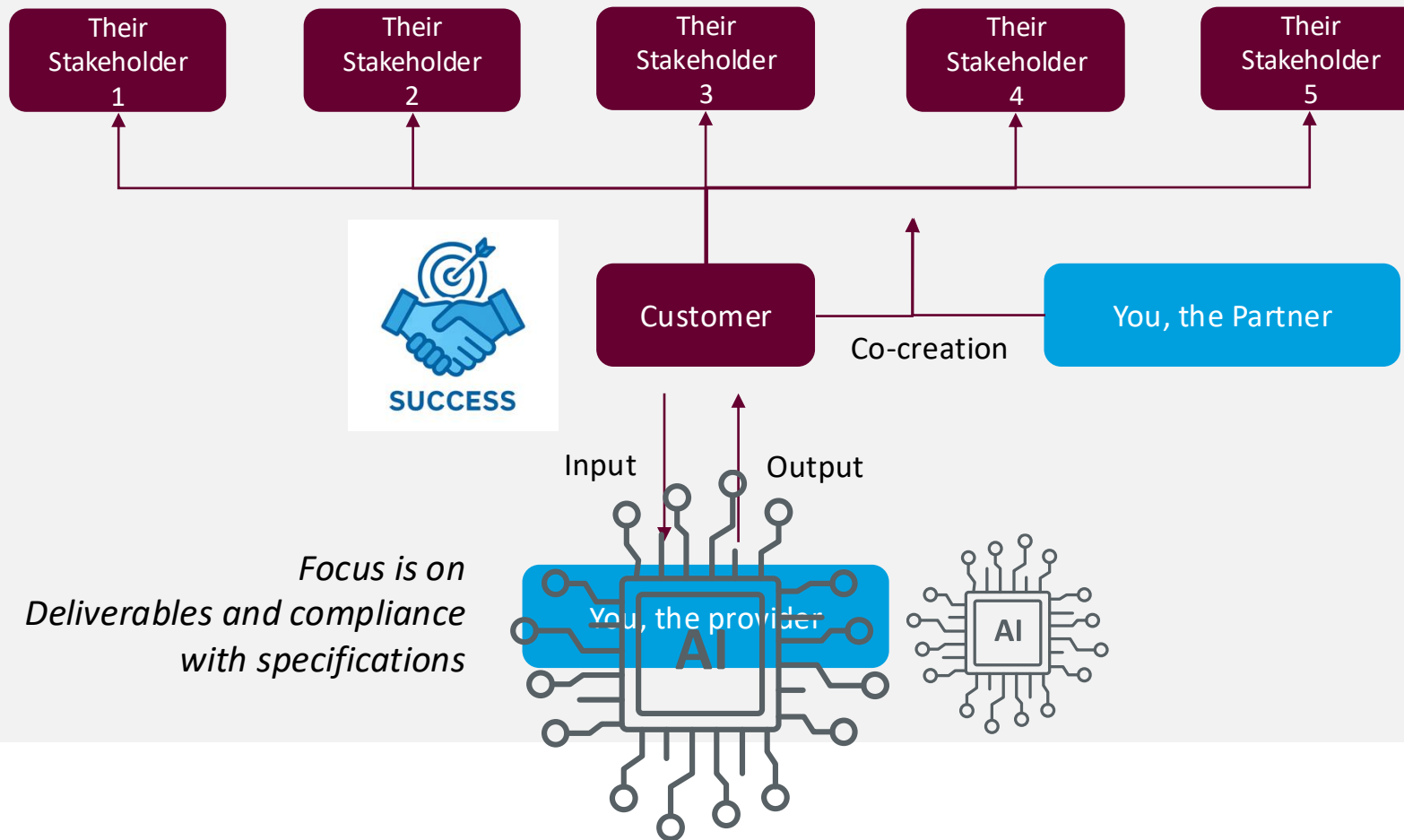
And how AI impacts it...

Service Company



Success

Understand your customers and their stakeholders, **be a trusted advisor rather than just a provider**

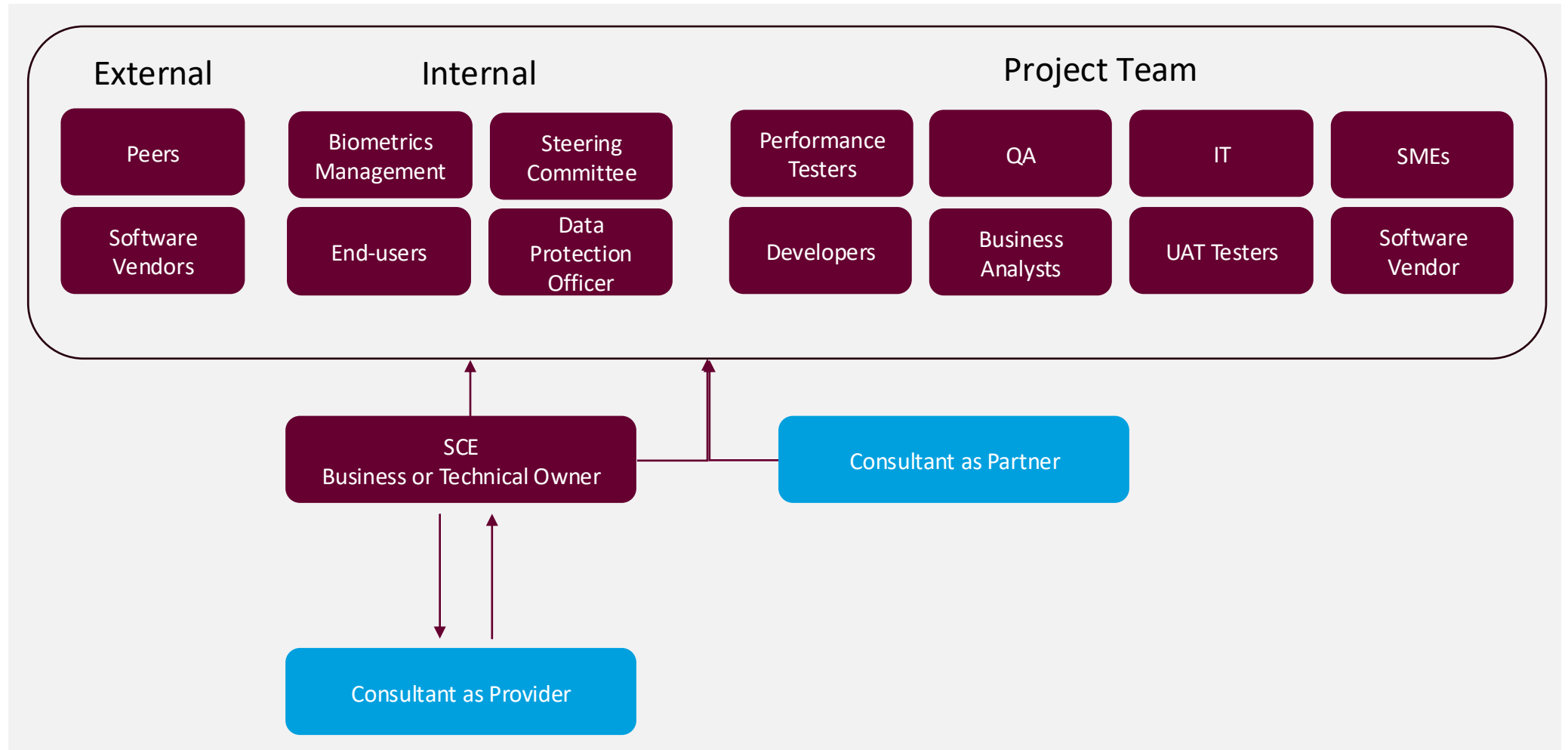


Strategic Ally who signals deep understanding and proactive guidance. Focus moves to Outcomes, impact, continuous improvement.

Focus is on Deliverables and compliance with specifications

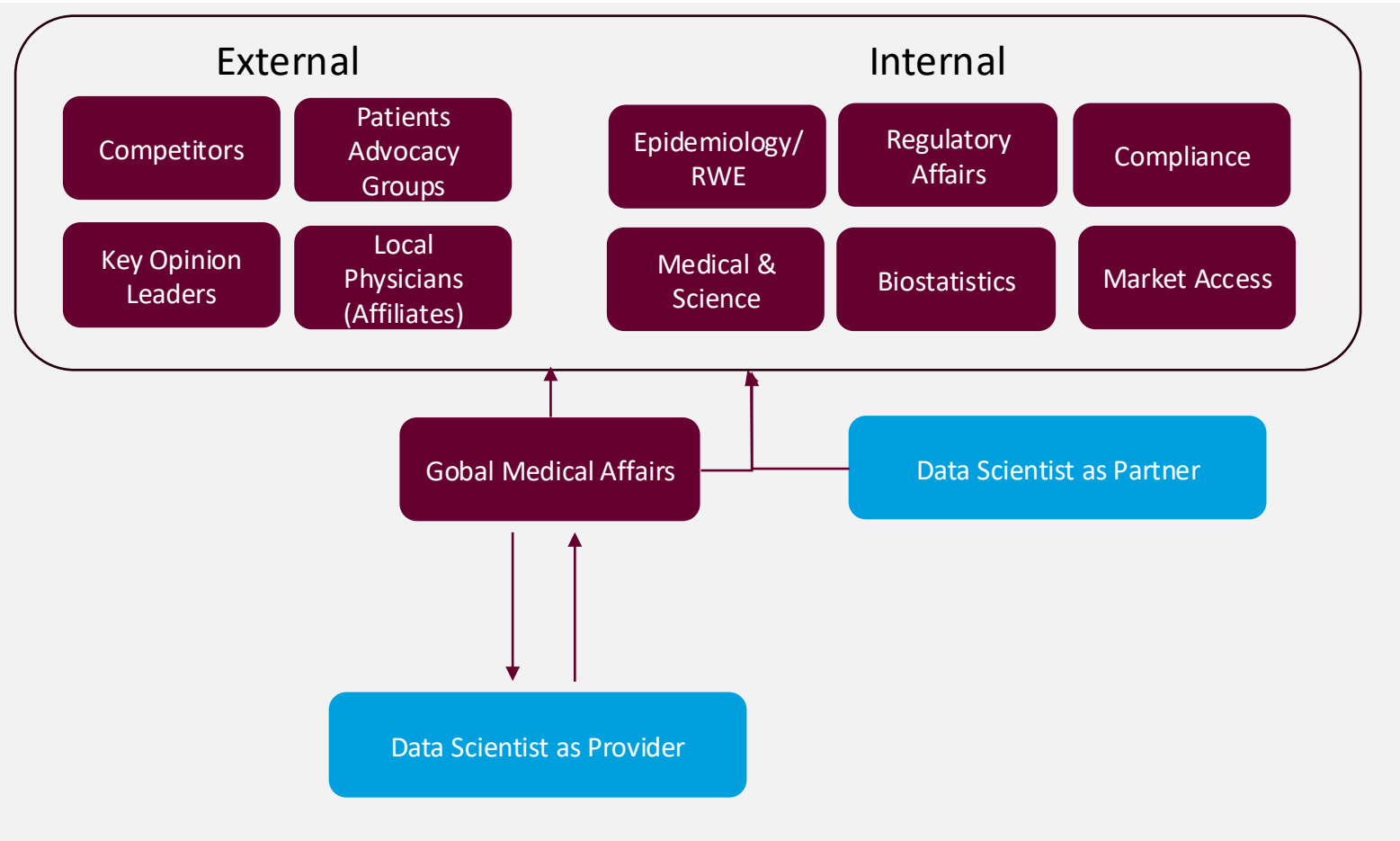
Customer/Stakeholder Mapping Examples

Understand your customers and their stakeholders, the case of **Statistical Computing Environment**



Customer/Stakeholder Mapping Examples

Understand your customers and their stakeholders, the case of **Global Medical Affairs**



WHAT PEOPLE THINK MEDICAL AFFAIRS TEAMS DO



Source: LinkedIn post by Myriam Cherif, Aug. 2025

Don't be a Human Agent!

For the rest AI is there for you...

What AI cannot
do for you

 **Negotiation Skills,
Negotiate for New Skills!**



 **Show Up**



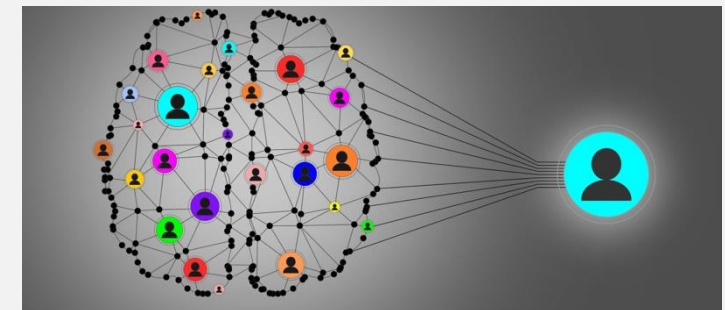
 **Mentorship**



 **Build Leadership through Project Management**



 **Network with Purpose beyond Data Science**



Conclusions

Recode Your Future: Entrepreneurial Mindset for the Next-Gen Programmer

- Map your internal or external customers with their stakeholders and identify your knowledge gap
 - Invest in understanding what defines success to them and learning to speak their language
 - This is the Life-Sciences industry, Therapeutic Area knowledge will keep us ahead of the curve
 - Be a superhuman, rather than a human agent
- Leverage AI to gain expertise beyond your own field but the field of your customers and their stakeholders and build trust in this era of fake
 - Get a mentor to navigate the next critical period and make the right decisions on where to invest your time in
 - Consider working and learning different roles rather than just skills over time

THANK YOU!

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